

"A TEMPLE OF HAPPINESS"

CAPITOL THEATRE

Madison Wis.



S O U V E N I R P R O G R A M

The

CAPITOL

MILLION DOLLAR PALACE OF DREAMS

DESIGNED

by

C. W. & GEO. L. RAPP

ARCHITECTS



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Times Square



GREETINGS ...

With hearty hand-shake and cordial welcome, we greet you, good friends of Madison, in our hope that the hours you spend with us shall be pleasant ones. May this glorious institution, erected in a wonderful city, find you within its walls often . . . delighting in its photoplays, enjoying its stage presentations, revelling in its enchanting music. Ours is the business of making people happy! What a privilege to be so engaged!



MIDWESCO—*The Magic Sign of a Wonderful Time*



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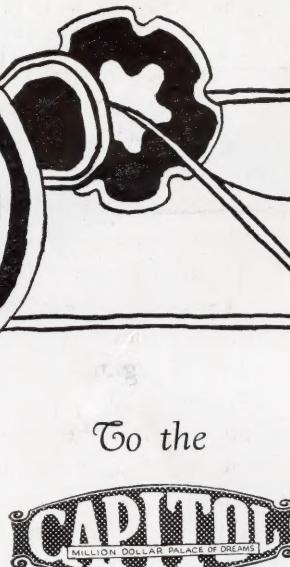
Chris. Schroeder & Son Co.

86 E. Michigan St., MILWAUKEE, WIS.

ESTABLISHED 1889



Hotel Loraine MADISON
WISCONSIN



To the



THEATRE

*We extend our hearty con-
gratulations and
best wishes*



“*Schroeder Hotels*
WALTER SCHROEDER, President



MADISON'S *New* CAPITOL!

Wisconsin's newest, and finest theatre!

Luxurious . . . Distinctive . . . Magnificent! Gloriously brilliant, with its myriads of lights softly blending into the turquoise blue of the great dome . . . and flashing against the severe castilian red of the warm Spanish carnival treatment of this modernized temple to the newest of the arts. No other theatre in all the world just like it!

Such are the impressions, the memories of your first visit to Madison's new Capitol theatre. The lobby is beautiful. The auditorium large, seating 2,500. The stage is high, wide, handsome. With a proscenium arch of tile imported from Seville.

Consummate care was taken in the veracity of its design, the walls, the paintings, the colorings, the fixtures, the floor coverings, the tiniest decorative details finding their inspiration in the happy, carefree spirit of old Spain.

Appointments are Complete

And supplementing the glory of the Capitol's design is the completeness and magnificence of its appointments. With the comfort of patrons uppermost in mind, unusual care was exercised in the building of chairs, the installation of a ventilating system that would be as near perfect as human possibilities could make it, a stage that would be large enough to anticipate the most pretentious productions, a booth that would be the last word in projection attainment, a lighting system that would permit of the most delicate blendings and changes.

Thus we find the chairs at the Capitol, every one made to order, a few inches wider than is usually found in theatres, soft and luxurious, with more room from "back to back" to permit patrons to take their seats with no inconvenience to those already seated.

Here, too, we find a huge ventilating system with "mushrooms" under practically every seat, permitting a steady flow of pure, filtered, washed air into the auditorium at an even temperature, electrically controlled.

Giant Switchboard

And a stage 50 feet wide and 35 feet deep, with a capacity of 38 "lines" sufficient to take care of that number of curtains and scenery changes at any one performance, all controlled by a counterweight system recognized as the last word in stage manipulators. On the stage, too, we find a vast array of lighting equipment, including spotlights and bunch lights, mounted on towers and controlled from a huge central switchboard, allowing for an infinite variety of light effects from every possible angle.

The booth, the heart of the picture house, pulsates with the steady purr of mighty projectors, controlled by myriad electrical instruments. A soft steady image is produced on a carefully wove silver screen, restful to the eyes—the ultimate in picture projection.

(Concluded on Page 23)

"A Temple of Happiness"

Selection of

Heywood-Wakefield

Seating
in the



was not a
coincidence

Seats by the same manufacturers have proved their
excellence in all of the newly built Saxe Theaters.

{HEYWOOD-WAKEFIELD Seats were chosen deliberately as the
ones which would provide a fitting accompaniment of comfort and
beauty to the magnificence of Madison's newest theatre.

HEYWOOD-WAKEFIELD CO.,

Chicago, Illinois

HEAT REGULATION by . . .

JOHNSON SERVICE COMPANY

The Comfort and Health of the Patrons

OF THE IS ASSURED

THE JOHNSON SYSTEM OF AUTOMATIC TEMPERATURE
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You can forget the weather here and enjoy yourself*

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HAVE EQUIPPED THIS BEAUTIFUL



With the Most Modern Projection Booth, Stage Rigging,
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Lobby Equipment

[The co-operation extended in every way to
insure correct arrangement of all phases
of the theatre equipment is appreciated]

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MILWAUKEE, WIS.



THE MAGIC SIGN OF A WONDERFUL TIME

MIDWESCO THEATRES, INC.

TONIGHT . . . emblazoned across the sky appears a beam of light, a shaft of illumination denoting the entrance into Wisconsin's capital city of Midwesco Theatres, Inc., an organization with coast-to-coast affiliations that has become a byword for all that is finest in stage-and-screen amusement.

Heralding to the world a gift from the Gods to the shrine of happiness, and dedicated to a glorious city by an enterprise whose every effort is personified by its slogan . . . MIDWESCO, "*The Magic Sign Of A Wonderful Time.*"

What tremendous effort this symbol denotes . . . what intensive concentration and tireless thoughtfulness it stands for . . . a magic sign, indeed . . . the magic sign of a Genii who calls forth at will moments of a wonderful time.

And now Madison, with the opening of its magnificent new Capitol, becomes another link in the central division of the powerful chain of theatres operating under this distinctive emblem, assuring the national advantages to be obtained in the acquisition of feature films, novel short subjects, news events by airmail, and stage performers in exquisite creations . . . all in an atmosphere of entrancing music and magic enchantment.



CAPITOL BALCONY SEATS WILL BE IN DEMAND!

Seats in the Capitol balcony will be eagerly sought by the theatre goers who are appraised of the fact that they are exactly the same in luxury and comfort in all parts of the house, and that from this vantage point the entire beauty of Madison's "temple of happiness" may be better visualized than on the main floor.

Known as an "inverted saucer," the Capitol balcony is five inches higher in the middle than at the sides. This is done to create an illusion, in the eye of the actor on the stage. If this gradual rise were not present, the rows of the seats would seem to sag in the middle.

Musical authorities insist that in the higher seats of the Capitol, musical and vocal tones have a greater clarity than on the main floor. While the view of the stage is even better than from the main floor.

"A Temple of Happiness"

“Scenery of Distinction”

The Chicago Studios

A CORPORATION

Furnished the Gold Laminette Curtain
Spanish Shawl Drop Curtain
Scrim Curtains — Tormentors
Exit Curtains and Stage Draperies

for the Beautiful



*Theatre ******

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CHICAGO, ILL.

*All Ornamental Iron
and Bronze Work ******

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STEEL STAIRS, RAILINGS
RADIATOR GRILLS
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FIRE ESCAPES

FURNISHED AND INSTALLED IN THE



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*Globe Wire &
Iron Works*

MILWAUKEE, WIS.

*The Fireproofing
OF THE STEEL WORK*

IN THE



BY THE

*Interstate
Fireproofing Co.*

844 RUSH STREET
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DETROIT OFFICE:
3000 Grand River Avenue



THE *Capitol Policy*

—will be the presenting of a complete change of program each

Saturday and Tuesday

exclusive of the first two weeks

Continuous performances, 1 to 11 P. M.

Box office opens daily at 12:30 P. M.

—bringing to Madison feature films of renown, augmented by the pick of the unusual in short novelties, selected comedies, and news reel flashes by airmail.

AND—

On the Stage at all de luxe performances

Vernon Bestor's Playboys

with the
Six Dancing Rockets
and
Talented Artists
in an
Elaborate Stage Production

Admission Prices:

Saturdays

12:30 to 2 P. M.	Adults	35c
	Children	10c
2 to 6 P. M.	Adults	50c
	Children	15c
6 to 11 P. M.	Adults	60c
	Children	15c

Sundays and Holidays

12:30 to 2 P. M.	Adults	50c
	Children	10c
2 to 11 P. M.	Adults	60c
	Children	15c

Mondays to Fridays, inclusive

12:30 to 2 P. M.	Adults	25c
	Children	10c
2 to 6 P. M.	Adults	35c
	Children	15c
6 to 11 P. M.	Adults	50c
	Children	15c

This, the opening program, will continue to and including Friday, January 27th.

Commencing a week's engagement on Saturday, Jan. 28th, "WHAT PRICE GLORY" and Stage Show.

TILE and TERRAZZO
WORK

IN THE



BY

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160 OGDEN AVENUE
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ALL UNIVERSITY PICTURES



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THE



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Equipped with Westinghouse
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Manufacturers:

PAINTS, VARNISHES
ENAMELS
PLATE and WINDOW
GLASS

Painters' Supplies



"When you think of Paint
think of PATEK"

SUPPLIES ALL SAXE THEATRES



VENTILATING SYSTEM A CAPITOL FEATURE

Madison's dazzling new Capitol theatre is equipped with the same perfection of freezing plant and ventilation that has turned summer into springtime in the leading amusement palaces of the country, including Midwesco's chain of million dollar neighborhood houses in Milwaukee.

Theatres of the magnificence of the new Capitol could not be operated successfully if they depended solely on the cool months, being thankful for what little patronage was willing to come in and suffer through the hot summer season.

So, in typical American fashion, the up-to-date theatres are abolishing the seasons. In the Capitol, for instance, a huge refrigerating apparatus has been installed at a cost of \$75,000 to provide fresh, healthful air for all seasons. It is capable of freezing 225 tons of ice per day.

Eliminating dampness and humidity, this marvelous machine will produce the same dry, pure, invigorating air that prevails at mountain resorts—thus explaining why the peak of the Capitol business is predicted to be during the summer months, when the street air is hot, humid and oppressive.

The air forced into the theatre is first drawn through solid walls of water, cleansed and recleansed, over coils of hot or cold pipes, depending upon the seasons, and tempered to the exact degree desired.

While the machinery is vast and complicated, it is very interesting. Connected electrically with thermometers stationed in hidden spots about the interior of the theatre and lobby, a device in the engineer's office indicates automatically the exact humidity of the air at any given spot at that moment in the theatre.

The cooling and ventilating plant installed in the Capitol theatre is in operation day and night keeping the interior of the theatre at 68 degrees, and always filled with pure air.

Each minute thousands of cubic feet of washed, cooled pure air is forced into the theatre through hundreds of unseen inlets and at the same time huge blowers, working silently, hidden away under balconies, remove as much air as is forced in.

As fast as the human breath escapes, it is whisked out of the theatre, and the next expansion of lungs is accomplished with pure, cool, fresh air, just off the washing sprays and ice.

"A Temple of Happiness"

THE NEW FRANKLIN AIRMAN
"The Fastest Mile a Minute Car"



RITTER AUTOMOBILE CO.
MADISON, WIS.

The
**PLUMBING, HEATING, VENTILATING
and SPRINKLING SYSTEM**

INSTALLED BY

*The American Plumbing and
Heating Company*

O. D. VAARS, Resident Mgr.

MADISON, WIS.

CAPITOL

Gala Opening Program

Doors open Saturday, Jan. 21, at 5:45 P. M., with three de luxe performances at 6:30, 8:30 and 10:30 P. M.

UNIT No. 1

DEDICATION

by

Governor Fred R. Zimmerman
introduced by
Mayor A. G. Schmedeman

UNIT No. 2

The Capitol Orchestra
playing
"STAR SPANGLED BANNER"
and "ON WISCONSIN"
Bestor Conducting

UNIT No. 3

The CAPITOL presents
"VOICE OF THE THEATRE"
A cinematic welcome from
a glorious theatre to a won-
derful city, pledging a bond
of fellowship that will go
down through the years.

UNIT No. 4

The CAPITOL presents
NEWS OF THE WORLD

UNIT No. 5

The CAPITOL presents
M. C. BRIDWELL
Madison's Premier Organist
introducing the
ASCENDING BARTON ORGAN
(a) "The Doll Dance"
(Vilite effects by Lester, Ltd.)
(b) "Are You Happy?"
(c) "Among My Souvenirs"
(with "Reflections")

UNIT No. 6

The CAPITOL presents
VERNON BESTOR'S PLAYBOYS
on the stage in
"LET'S GO!"
with JOHNNY PERKINS as
Master of Ceremonies
assisted by
BENNY & WESTERN
Stepping Stunts
LOUISE PLOHNER
Popular Recording Star
MADELYN KILLEEN
The Personality Girl
GEORGE SISTERS
Harmony Girls
SIX DANCING ROCKETS

UNIT No. 7

SALUTATION

by
PROF. S. H. GOODNIGHT
Dean of Men of the University of
Wisconsin

UNIT No. 8

The CAPITOL presents
COLLEEN MOORE
in
"HER WILD OAT"

UNIT No. 9

The CAPITOL presents
"Ruling the Rooster"
LIFE CARTOON

UNIT No. 10

EXIT MARCH
See You Again!

This program will be presented throughout
the week of Jan. 21st, and is sub-
ject to change without notice.



SOAPS Used

IN THE



THEATRE

furnished by

The

National Soap & Products Co.

3425 Lisbon Avenue
36th Street and Ruby

MILWAUKEE, WIS.

AFTER THE SHOW

Visit

Rennebohm's DRUG STORE

Across from the Capitol Theatre

The Finest Soda Grill in the City

100,000 Square Feet of Glass and Eight
Acres of Land devoted to the Culture of
Cut Flowers and Plants

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FLORAL CO

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MADISON, WIS.

Electric Service AND THE Capitol Theatre

M. G. & E. Co. Electric Service operates the lights, the moving picture machines, the stage equipment, the ventilating system and the big electric sign of this theatre. It contributes to the beauty, comfort, convenience and safety of

MADISON'S PALACE OF DREAMS

Madison Gas & Electric Co.

100 N. Fairchild St. Phone B-4400

"We Service All Appliances
We Sell"

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COMFORT BEAUTY SHOP

One of the oldest in the Middle West
15 operators—No Waiting

Eugene Oil Process Permanent Waving

\$15.00

10 Years Experience

FINE HAIR GOODS

Ventilated Transformations. French Partings and Special Pieces made to order. Zip Treatments, Marcel Waving and Hair Dressing Experts. Shampooing and Hair Bobbing by man barber. Inecto Hair Dye Specialist. Painless Thermolysis for removing of superfluous hair, warts, moles. Scalp Treatment and Hot Oil.

ELSIE A. TAYLOR

Chiropodist

114 State Street Fairchild 421



NO RESERVED SEATS

There will be no "reserved seats" at the Capitol.

The men back of Madison's beautiful new amusement palace know, and have known for a long time, that they could make more money by setting aside certain sections of their theatres for reserved seats. Thousands of people have asked them to do it, and expressed their entire willingness to pay twice and three times the regular price of admission.

They have reached the conclusion, however, that any attempt to establish financial class distinctions, or to divide their audiences by means of reserved sections which seem to be more desirable and exclusive, would be destroying the plan which has made their gigantic chain of theatres possible. Incidentally, they realize that the American people do not like this distinction.

The Capitol is for "all the people all the time," and any seat which is vacant is yours. It is because of this principle that the great masses of the people who attend theatres accept occasional waiting time with fine philosophy and cheerful spirit.

Besides, the Capitol was designed as a one-price theatre and no one seat is better than another.



ACOUSTICS PERFECT IN CAPITOL

Acoustics—that dreadful bugaboo of all builders of public halls, cost the builders of the new Capitol theatre a sizable fortune to obtain perfectly and another sizable fortune in experimental work before it was obtained.

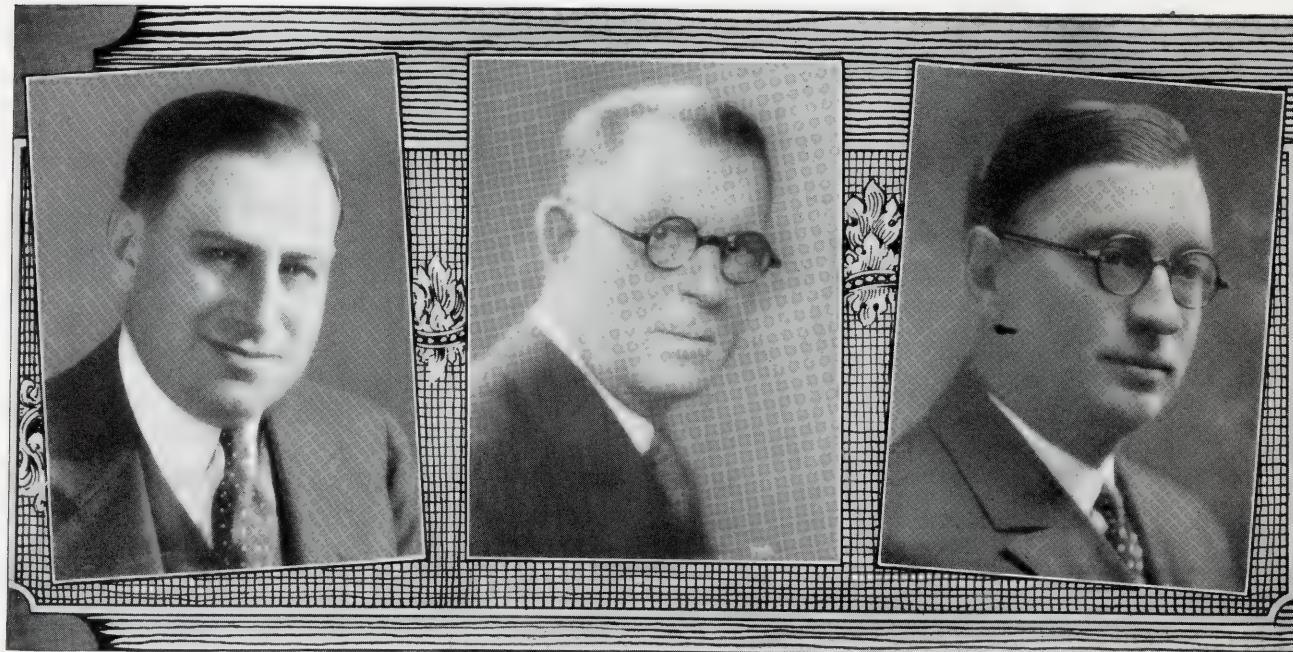
Until a few years ago, perfection of acoustics has always been a gamble—and an expensive one, for what avail would a multi-million dollar auditorium be if vibration and echo made it impossible to hear what was being sung, played, or declaimed within it?

However, science in modern construction and engineering has found the solution of acoustical difficulties, though there are still many conditions which prevail that frequently confound even the most careful plans. One uncontrollable factor is weather, except in structures equipped with devices that hurl electrons into the atmosphere to allay the annoying vibratory waves which echo and re-echo tones and sounds.

In the new Capitol theatre, besides all of the known scientific methods for obtaining perfection of acoustics, the builders sunk several "sound chambers" deep down into the caissons of the building, where "floating girders" act as tuning forks to carry off extraneous sounds. Likewise, a certain radio principle is present by electric control, which "grounds" certain other vibratory waves.

"A Temple of Happiness"

The Men Responsible for This Harn



OSCAR BRACHMAN, of Milwaukee. One of the clearest-visioned real estate operators and builders in Wisconsin. Controls many of Milwaukee's most desirable properties. Is an executive and a director in a large number of real estate, hotel and theatre corporations.

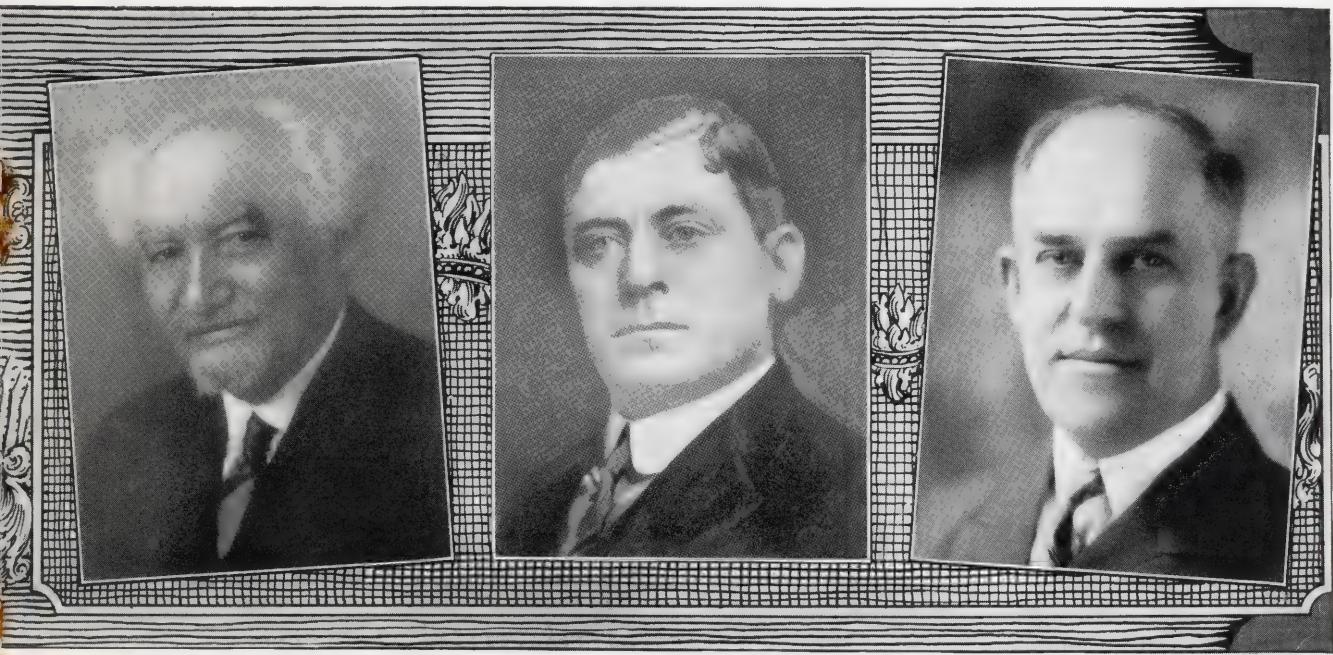
THOMAS SAXE, of Milwaukee. Probably the greatest showman ever produced in the northwest. Starting as a newsboy on the streets of Milwaukee, he eventually became the directing head of the Saxe chain of wonder theatres. Now active in the affairs of Midwesco Theatres, Inc.

A. O. PAUNACK, of Madison, President of the powerful Commercial National Bank, supervisor of all Moose lodges in Wisconsin, and head of the Von Steuben Society of Madison. Strictly a local product, and active in the banking affairs of Madison and vicinity for 25 years.



The Capitol Theatre stands Complete! . . . a tribute to Levitan, A. O. Paunack, Oscar Brachman, and J. E. Saxe. the future of Madison, and the great State of Wisconsin. Enterprises, the Capitol opens under the banner of Midwesco, and better entertainment has invariably followed in the wake. in Madison be characterized as . . . "The Magic Sign of a Wonder."

nonious Blending of Many Dreams!



SOLOMON LEVITAN, of Madison. Treasurer of the State of Wisconsin. And one of the most successful business men of the northwest. An emigrant from Crimea, he has had an amazing career, sweeping to wealth and national fame from a start in life as a pack peddler.

J. E. SAXE, of Milwaukee. Gifted with an extremely keen sense of real estate values, he rose from a sign painter to the head of the Saxe Amusement Enterprises, with 45 beautiful theatres spread throughout Wisconsin. Has large real estate holdings in downtown Milwaukee.

WALTER SCHROEDER, of Milwaukee. Active head of the gigantic chain of Schroeder hotels, which includes the Loraine in Madison and the new 24-story Schroeder in Milwaukee. Admitted to be the northwest's most successful operator of hotels.



o the vision of Walter Schroeder, Thomas Saxe, Solomon a monument and enduring testimonial to their faith in Originally launched as a project of the Saxe Amusement sco, into which the Saxe firm was recently merged. Biggerake of the activities of these men. Well may their advent
wonderful Time'

Savidusky's
INCORPORATED

EXCLUSIVE
CLEANERS and
DYERS

For the Capitol Theatre



Plant: 829 E. Washington Ave.
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Drives
High Test Fuels
Heat "The Capitol"

We are proud to have been selected to supply the fuels that will heat this new marvel theater.

Drives High Test fuels were chosen for their double economy. First, economy of original cost and second, the additional heat energy that's in them.



*You, too, can use these better fuels at a double economy.
Right at your telephone.*

J. B. Drives Fuel Co.

Badger 628 "A City-wide Service"

The Ground on which the
Capitol Theatre
stands
WAS SOLD BY US



THE
Stanley C. Hanks
Company
REAL ESTATE

116 North Fairchild Street

MADISON,
WISCONSIN

Fyr-Fyter

"The Last Word
IN
Fire Prevention"



THIS THEATRE
HAS INSTALLED

Fyr-Fyter Products

To protect those who come here to enjoy the performance without the least worry

"Dont let Your Home be next"
—PROTECT IT TO-DAY—



VERNON BESTOR'S PLAYBOYS and Capitol Stage Band Policy

Vernon Bestor's Playboys, one of the most versatile stage band aggregations in the entire country, will form the background of the "Paul Ash" policy which is expected to prove a sensation at the new Capitol theatre.

Under the personal supervision of Vernon Bestor, nationally famous composer and musical comedy director, the Playboys will appear on the stage at each and every deluxe performance . . . with entirely new arrangements each Saturday and Tuesday.

Gifted with pleasing stage personalities, each member of the band is an artist . . . most of them capable of playing several instruments . . . and as an ensemble, they will introduce the most unique offerings, in popular as well as classical music, that will be presented anywhere in the state.

Starting in 1903 as a vaudeville pianist in a Winnipeg theatre, the director of the Playboys has had an interesting career as musical conductor, composer and arranger extending over all parts of the country.

Musical director and coach for two years of the "Pink Lady," one of the greatest road shows of all times, Mr. Bestor left the Klaw & Erlanger organization to eventually associate himself with the Shuberts as conductor of the New York company of "Rose Marie."

He followed this by touring the Public theatres of Boston, Buffalo, New York, Detroit, Chicago and St. Louis, as the director of three different presentation units. His brother, Don Bestor, is today conducting what is admitted to be one of vaudeville's leading stage bands.

The arrangement at the Capitol will be styled similarly to that being used so successfully by Paul Ash at the Oriental in Chicago, and by Dave Schooler at the Wisconsin in Milwaukee, with the band on the stage as the background for dazzling presentations.

New and novel offerings with a variance that will always be of interest to Capitol theatre-goers, is the promise of Vernon Bestor's Playboys. A scope covering the very latest popular hits to overtures of a heavier and more classical nature will be followed at all times so that music lovers of the most exacting tastes will always find something to their liking.

"A Temple of Happiness"



General Paper and Supply Company

714 Williamson St.

MADISON

WISCONSIN

MARINELLO SHOP

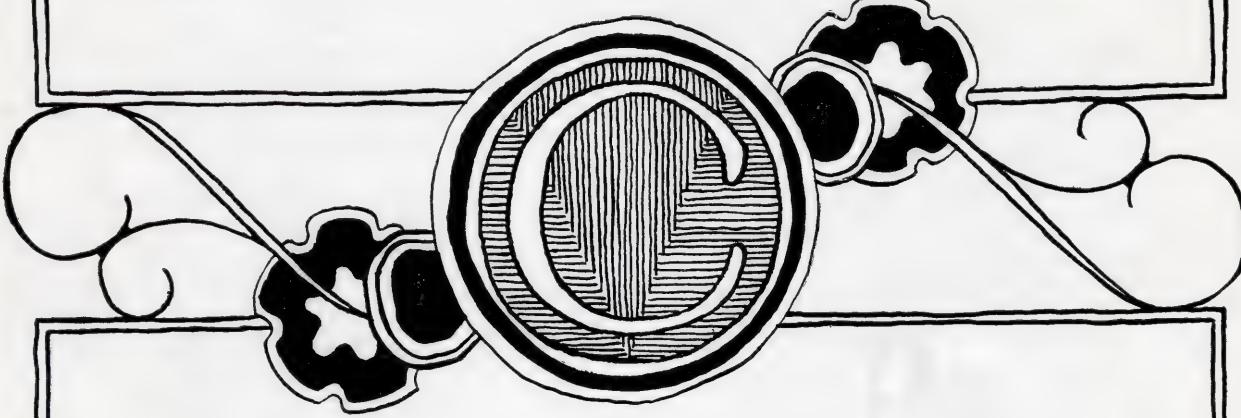
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Scalp Treatments

GENTLEMAN BARBER
For Thinning and Shingling

Specialists in
Chiropody & Thermolysis

Phone Fairchild 79
for appointment

Capitol Theatre Block



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PLUMBING FIXTURES *and*
HEATING MATERIAL

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MANUFACTURING CO.

Madison

Wholesale Distributors

Milwaukee

Plumbing and Heating Contractors
AMERICAN PLUMBING *and* HEATING CO.





M.C. BRIDWELL



A.P. DESORMEAUX

*Midwesco's
Capitol Theatre Staff*

A. P. DESORMEAUX Manager

VERNON BESTOR Musical Director

M. C. BRIDWELL Organist

TED KOEHLER Production Manager

M. A. PARFREY Personnel Director

JOHNNY PERKINS Guest Master of Ceremonies



VERNON BESTOR



M.A. PARFREY



JOHNNY PERKINS



TED KOEHLER

PLAIN AND ORNAMENTAL
PLASTERING

METAL FURRING AND LATHING
IN THE



EXECUTED BY

Ernst Jahns & Sons



1125 First National Bank Building
MILWAUKEE, WIS.

ENTIRE LIGHTING
FIXTURES

In This
BEAUTIFUL



THEATRE

DESIGNED AND MANUFACTURED
BY

Victor S. Pearlman
Company

CHICAGO

ILLINOIS

ELECTRIC SIGN

AND

Changeable Letter Marquise

CREATIONS OF

Milne Electric Sign Co.
MILWAUKEE, WIS.

Who have been associated with spectacular electric sign advertising since its inception. "THE CAPITOL," the greatest and most attention-compelling electric sign display of its elaborate type ever erected in this part of the country, adds another to the series of spectacular Milne-Built signs which predominate like "THE CAPITOL" in Madison.

Remember—Your Front Is Your Salesman
"NONE TOO LARGE
NONE TOO SMALL"

Milne Electric
Sign Co.

189 Fifth Street

Exide

BATTERIES

GOODRICH SILVERTOWN
TIRES & TUBES

Service

For all Batteries, Tires and Electrical
Equipment.

Madison Battery and
Service Co.

250 STATE ST. Phone Badger 6714

THE BADGER

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FAIRCHILD 2099

Sedan, Touring and Roadsters
"We deliver to your door"

CADILLAC and BUICK with DRIVER
250 STATE ST. Cor. State and Henry



MADISON'S PREMIER ORGANIST AT THE BARTON CONSOLE

Organ presentations, one of the main features of the present day deluxe theatre, will be featured as an outstanding unit on every program at the new Capitol . . . with Mac C. Bridwell, Madison's premier organist, at the console of the Golden Tone Barton.

The theatrical demands made of an organist under the high standard of entertainment outlined for the Capitol has given this department a difficult role, but in the combination of Mr. Bridwell with an organ that has won a pre-eminent position through sheer merit alone, the Midwesco organization has solved the problem.

Starting in Kansas City at the age of 14, Mr. Bridwell has the background of 15 years experience on theatre organs at Pittsburgh, Cleveland, Atlanta, Milwaukee, Indianapolis, and Chicago, where he played at the Pantheon, Roosevelt and Covent Gardens theatres.

He was engaged to play one of the twin organs at the opening of the beautiful new Wisconsin theatre in Milwaukee, and is well known in Madison, where he has resided for the last 18 months. He is noted for his understanding of popular musical desire and the ability to satisfy that desire with novelties seldom done in such highly entertaining manner.

The Capitol's ascending Barton was constructed with utmost care at a cost of \$50,000, and is equal in volume to a 75-piece symphony orchestra. Every known musical instrument is represented and all the sounds of nature, from song birds to crashing thunder, can be portrayed.

A long period of designing and experimenting was necessary to obtain the high standard of construction required in the Capitol organ by the manufacturers . . . a Wisconsin firm, incidentally.



Madison's *new* Capitol

(Concluded from Page 3)

The house lighting, intricate as it is, is controlled from a central switchboard and so arranged as to permit of the most delicate changes and intensities, permitting the hues to "mix" in infinite ratios, producing almost unbelievable symphonies of color.

Dressing Rooms Galore

The ascending Barton organ will further enhance the opportunity for musical effects.

Backstage are fifteen dressing rooms with a capacity for taking care of a hundred artists; a big rehearsal room for ballets and special acts; a musicians' rest room; a large music library while also within the building is a miniature theatre in which all pictures are previewed and "cued" for music.

To Madison, the Capitol is a dream of years come true. What a tribute to its future!

"A Temple of Happiness"

Conklin & Sons Company

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CONGRATULATIONS

F R O M

The Commercial National Bank

“THE BANK OF THE PEOPLE”

MADISON,

WISCONSIN

“The Voice of the Theatre”



I AM the voice of the Capitol Theatre, speaking for Midwesco Theatres, Inc. The thoughts I shall express are theirs.

To each of you, I extend this word . . .

Welcome!

And through all the years of my existence, I will continue to bid you welcome in unfailing friendliness.

I feel that I have a definite mission to perform in our community, and in so doing I become a Civic Institution rather than a mere theatre.

I shall strive to accomplish this pledge in keeping with the exalted ideals of a Capitol city.

I know you are eager to see my performance. As it reveals itself, reflect upon the magic triumph of theatre progress.

Know what a gorgeous achievement of coordinated beauty I am . . . revel in my entrancing music . . . assurance has been given that only the finest photoplays will appear on my screen . . . outstanding artists will be presented in exquisite stage creations . . . I am another link in the great chain of Midwesco theatres, whose coast to coast affiliations enable me to provide with every advantage the ultimate in entertainment . . . all combining in heralding the dawn of a new amusement era . . . truly, I will deserve to be called—

“A Temple of Happiness”

I am your theatre, and I shall strive to merit your support by being the best theatre you've ever known.

It thrills me to address you in this way . . . it thrills me to see your faces . . . but what will thrill me most is when all Madison will say—

THE CAPITOL THEATRE IS THE FINEST THEATRE FOR US IN ALL THE WORLD.

I Thank You,

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The Vibrolithic method produces the highest load-carrying capacity of any pavement yet constructed, insuring long life and ultimate lowest cost. By its use in road construction, it saves and will save millions of dollars for the taxpayers.

Wisconsin Vibrolithic Service Company

“Builders of Heavy Duty Pavements” MILWAUKEE, WIS.



The Meaning Of "CAPITOL DELUXE ENTERTAINMENT"

The deluxe style of entertainment, which will be a feature of the daily programs at the new Capitol theatre, has proven successful only when under the direct supervision of highly specialized production departments, such as national circuits like Midwesco and its affiliations are enabled to provide.

Fundamentally based on the artistic synchronizing of expressive music with photoplays, the presentation of attractive stage creations and the featuring of outstanding organ novelties, this type of entertainment builds up to an ensemble of such magnificence and dynamic force that one's thoughts are lifted from the drab everyday things of life into a mental world of beauty, peace and harmony.

In the Midwesco organization, the deluxe entertainment of the entire circuit is evolved around the production department at the regional home office. Here, ideas are conceived, developed, and staged . . . and feature pictures, novelty reels, and stage productions all blended into one harmonious arrangement of popular and classical subjects.

A knowledge not only of all things of human interest, both past and present, but the ability to artistically portray them in an entertaining light, is the requirement of the men working in this department.

Much of their time is spent in a miniature theatre previewing and judging feature pictures previous to their release over the Midwesco chain. In this way, a safeguard as to quality is established, while anything of an offensive nature is immediately taken out or the picture rejected for booking on the circuit.

Almost any time of the day, they may be found selecting new talent for future stage presentations . . . devising new scenic effects . . . training new choruses . . . delving into the mysteries of colored lights, sun-drenched gold, mauve and vermillion, imperial yellow and jade, black and dim burnished red!

For the deluxe style of entertainment presupposes the perfect synchronization of color schemes, lights and shadows with the mood of music, stage or screen drama. Necessitating a complete understanding of music, and of color harmony.

At their command is a huge machine—the stage, manned like a ship with trained hands that know every rope and wheel. And high above the floor, 80 feet or more, is sufficient rigging to hang fifty different scenes. While to the left is a giant switchboard connected with great banks of rheostats that dim all lights.

But the deluxe idea does not end with the performance. It is embodied in every detail of maintenance of the theatre. From the time you enter the lobby of the Capitol until the usual two-hour show is completed, you may see it in operation.

"A Temple of Happiness"

P. KESSENICH, President

H. E. KESSENICH, Vice Pres.

J. F. KESSENICH, Sec'y

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THE MAGIC SIGN OF A WONDERFUL TIME

MIDWESCO SERVICE FOR THE CAPITOL

The Capitol theatre will have service that is today, as for years, a standard. The Midwesco organization has developed to a high point the system of serving patrons silently and deftly, securing for them seats in the most rapid manner possible and doing so with a courtesy that has much to do in making patrons feel at home.

Ushers are trained for weeks before they are intrusted with the task of meeting the public as it enters and making it feel at ease. A school is maintained wherein they are taught in lectures and in practice drills, hour after hour, the system which has been adopted.

Over a period of years the members of the firm have learned much of the tastes and desires of the amusement public . . . and what they have learned is planted thoroughly in the minds of their ushers.

Because thousands and thousands of people pass through the lobbies of their theatres each year, it is necessary that great skill and consideration be given the training of these ushers, who are the public's first contact with the firm. Intelligence is employed, for their ushers are picked men, selected for their courteous manner and ability. They must be youths of unquestioned integrity, since Midwesco theatres have an iron-clad rule of "no tipping."



NOTED ARCHITECTS DESIGNED CAPITOL

The Capitol theatre is the architectural effort of Rapp & Rapp of Chicago, who designed the beautiful Wisconsin theatre in Milwaukee, the Chicago, Tivoli, Uptown and Oriental theatres in Chicago, and the Michigan theatre in Detroit.

The position they hold in the field of theatre planning is indicated by the fact that the twelve most outstanding amusement structures in America have been built by them.

Their unparalleled skill in combining art and engineering has brought forth many features that make the Capitol theatre a superb palace of entertainment.

Roomy Chairs New Joy

Chairs big enough for two small sized folks to squeeze into are the type selected for the Capitol theatre. And the rows of seats are far enough apart to permit theatre patrons to stretch out comfortably. Another feature is the exceptional distances between aisles, which permit several persons to walk abreast in order to quickly handle the huge crowds that the shows and wonder theatre will attract.

Soundproof Walls at Capitol

Madison, like any other big city, is noisy. But Madison is not noisy after you've once entered the Capitol theatre. Double-thick walls exclude all street noises, a fact that is made imperative in order to completely give to theatre patrons the necessary relaxation and recreation for which the "palace of dreams" was designed.

Equipment for Stage Magic

Almost every known mechanical or illusory device is included in the equipment of the Capitol theatre stage, in addition to the fact that the stage is "trapped" so that performers may either "disappear" in the basement or upward into the flyloft. Hundreds of special spotlights and spotlight towers enable the electricians to work out every imaginable kind of trick lighting or color effect.

"A Temple of Happiness"

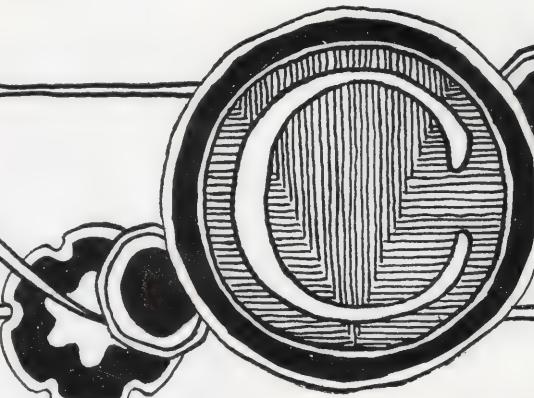
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THE MAGIC SIGN OF A WONDERFUL TIME

“WHAT PRICE GLORY”

*Coming NEXT SATURDAY
To the CAPITOL*



EDMUND LOWE
and DOLORES DEL RIO

“WHAT PRICE GLORY,” featuring Dolores Del Rio with Edmund Lowe and Victor MacLaglen in one of the greatest motion pictures of all time, has been booked into the Capitol for a seven-day showing to head the second week’s bill at Madison’s new wonder theatre, starting Saturday, Jan. 28th.

Vernon Bestor’s Playboys, those undisputed leaders of syncopation, will again occupy the stage in a new and novel presentation, featuring a fast stepping revue of pep and joy against a striking background of dazzling beauty.

At the close of the “What Price Glory” booking, Feb. 3rd, the Capitol will swing into its regular policy of two distinct shows each week, with complete changes of program on Saturdays and Tuesdays.

“What Price Glory,” the sensational hit of a year or so ago on the stage, is not just a war picture, but a magnificent love story with the world conflict as a background for its human drama.

Establishing new boxoffice records all over the country, this amazing portrayal of the pathos, comedy and human appeal of the great war has overnight swept Dolores Del Rio to fame, along with Edmund Lowe and Victor MacLaglen.

Above all else, there is comedy. Probably no picture ever made along the edge of a great world tragedy ever had so much comedy. Crowded with incidents that will bring a chuckle and a thrill long after you see it, “What Price Glory” is peopled with real and human characters . . . not just types.

Swift and powerful, spectacular and thrilling, “What Price Glory” is an ace among war pictures.

“A Temple of Happiness”

Coming to the Capitol Next Saturday
FOR SEVEN DAYS ONLY

“WHAT PRICE GLORY”

“The World’s Greatest Motion Picture”



AND on the STAGE

VERNON BESTOR’S PLAYBOYS

In Another Flashy Revue



Did You Know That

—by coming to the Capitol theatre before 2 o’clock, Mondays to Fridays, inclusive, you can see a complete de luxe show for

AND

—that by coming before 6 P. M., Mondays to Fridays, inclusive, you can see the first evening de luxe performance for

25¢

35¢



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Fond du Lac, Wisconsin

“The Magic Sign of a Wonderful Time”



“A Temple of Happiness”

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